

INSEEC BBA – COURSE CATALOGUE

FALL-SPRING 2025-2026

IMPORTANT

➔	INSEEC BBA Bordeaux (CEESO) Erasmus code: F BORDEAUX45	INSEEC BBA Lyon (CEERA) Erasmus code: F LYON71	INSEEC BBA Paris (MBA Institute) Erasmus code: F PARIS455
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- ➔ This list is subject to change before the start of the academic year. We will inform our partners accordingly
- ➔ Students must choose a program and take all listed courses (30 ECTS credits). Only the courses indicated as “optional” are not mandatory
- ➔ Courses between different programs (or different BBA4 Majors) **cannot be mixed**
- ➔ Several available spots being limited per program, a “first come – first served” basis will apply. If necessary, an alternative campus or program will be proposed
- ➔ The International Relations Office reserves a right to modify the program and/or campus initially chosen by a student if the application and/or academic requirements are not met
- ➔ **PROGRAMS OUTLINES ARE AVAILABLE HERE: [INSEEC BBA INCOMING](#)**
- ➔ **Nomination deadline for Fall Semester and Full-Year: May 1** (next opening: beginning of April)
Nomination deadline for Spring Semester: October 15 (next opening: beginning of October)
- ➔ **Application deadline for Fall Semester and Full-Year: May 31** (next opening: beginning of April)
Application deadline for Spring Semester: November 15 (next opening: beginning of October)

INTERNATIONAL RELATIONS OFFICE

Director of International Relations: Mary de GENDRE

Deputy Director of International Relations: Nazima CANDIA | ncandia@inseec.com | +33 1 53 92 03 49

GENERAL INQUIRIES

international.bbainseec@inseec.com

BORDEAUX CAMPUS

Incoming students & Cross-campus Erasmus+ Manager: Florence CARLOT | fcarlot@omneseducation.com | +33 5 57 87 70 47

Outgoing students & Agreements' signature: Marion DOMBEY | mdombey@omneseducation.com | +33 5 56 15 35 38

LYON CAMPUS

Incoming/Outgoing students & Agreements' signature: Ophélie COTTANCIN | ocottancin@omneseducation.com | +33 4 78 27 50 16

PARIS CAMPUS

Incoming/Outgoing students & Agreements' signature: Claire CHABAUD | cchabaud@omneseducation.com | +33 1 44 39 01 96

[INSEEC BBA FACTSHEET, PROGRAMS OUTLINES, HOUSING](#)



Level: 3rd year – Undergraduate



Fall: September 9, 2025 – December 12, 2025

Fall holidays: October 20, 2025 – October 24, 2025

Dates include orientation and exams

PROGRAM	CAMPUS / SEMESTER	COURSES (ALL ARE MANDATORY EXCEPT THE OPTION)	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BELCO PROGRAM	BORDEAUX Fall	Business Challenge		3	18
		Project		3	18
		International Business Ethics		3	18
		Introduction to Corporate Strategy		3	18
		Brand Management & Personal Branding		3	18
		Wine Business		3	18
		Budgeting & Management Control		3	18
		Negotiation		3	18
		Digital Marketing		3	24
		Luxury Marketing		3	18
		<i>French for Foreigners (optional)</i>		3	18
		TOTAL (without the optional course)			



ATLANTIS PROGRAM – LYON

Level: 3rd year – Undergraduate



Fall: September 9, 2025 – December 12, 2025

Fall holidays: October 20, 2025 – October 24, 2025

Dates include orientation and exams

PROGRAM	CAMPUS / SEMESTER	COURSES (ALL ARE MANDATORY EXCEPT THE OPTION)	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
ATLANTIS PROGRAM	LYON Fall	Organizational Behavior		4	30
		Research Methodology		2	12
		Finance in a Flat World		6	39
		Marketing in a Flat World		6	39
		Information Systems Management		6	39
		Global Consulting Project		6	30
		<i>French for International Students (optional)</i>		6	30
		TOTAL (without the optional course)		30	189



BBA3 PROGRAM – BORDEAUX – LYON – PARIS

Level: 3rd year – Undergraduate

Fall: September 10, 2025 – December 19, 2025

Fall holidays: October 20, 2025 – October 24, 2025



Spring: February 16, 2026 – May 22, 2026

Spring holidays: April 7, 2026 – April 10, 2026

Dates include orientation and exams

PROGRAM	CAMPUS / SEMESTER	COURSES (ALL ARE MANDATORY)	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BBA3 PROGRAM	BORDEAUX Fall or Spring LYON Fall or Spring PARIS Fall only	Operation & Supply Chain Management		3	18
		Geostrategy		3	30
		Strategic Business Analysis + Strategic Development for Business Success		3	38
		Global Consulting Project (MCD)		3	18
		Consumer Behavior Analysis		3	18
		ELECTIVE COURSE Please choose 1 item: Responsible Entrepreneurship & Innovation OR Responsible Global Marketing OR Responsible International Business Management OR Responsible Production of Financial Information		3	18
		ACT For The Transition		1	12
		Financial Diagnosis		3	18
		Financial Project Management		3	18
		International Event Communication		2	18
		Negotiating in a Foreign Language (French Language for Foreigners)		2	24
		Tools for Success		1	18
		TOTAL		30	248



BBA4 PROGRAM

MAJOR: GLOBAL MARKETING & DATA MANAGEMENT – **BORDEAUX – LYON**

Level: 4th year - Undergraduate



Fall: September 8, 2025 – December 12, 2025

Fall holidays: October 27, 2025 – October 31, 2025

Dates include orientation and exams

PROGRAM	CAMPUS / SEMESTER	COURSES (ALL ARE MANDATORY)	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BBA4 PROGRAM Major: Global Marketing & Data Management	BORDEAUX Fall	Research Methodology		2	24
		Corporate Strategy		3	18
		Save my Business		2	21
		Market Research		4	24
		Digital Strategies		3	18
		UX Design		2	12
	LYON Fall	Digital Communication and Advertising		2	12
		AGILE Method		2	12
		Budget Management in Marketing		3	18
		Data Mining & Data Analytics		3	18
		DTP (Desktop Publishing) / PAO		4	24
		TOTAL			30



BBA4 PROGRAM

MAJOR: ENTREPRENEURSHIP & INNOVATION – BORDEAUX

Level: 4th year - Undergraduate



Fall: September 8, 2025 – December 12, 2025

Fall holidays: October 27, 2025 – October 31, 2025

Dates include orientation and exams

PROGRAM	CAMPUS / SEMESTER	COURSES (ALL ARE MANDATORY)	LANGUAGE OF INSTRUCTION	ECTS CREDITS	HOURS
BBA4 PROGRAM Major: Entrepreneurship & Innovation	BORDEAUX Fall	Research Methodology		2	24
		Corporate Strategy		3	18
		Save My Business		2	21
		Business Proposal		3	18
		Stratégie de marque et d'entreprise		3	18
		Entrepreneurship Mindset		3	18
		Gestion budgétaire et pilotage de la performance		3	20
		Innovation Project Management		3	18
		Design Thinking and Innovation Technics		3	18
		Business Development Project		2	12
		Digital Strategy		3	18
				TOTAL	

